

Message Text

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ACTION AF-08

INFO OCT-01 ISO-00 EB-07 /016 W

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R 150925Z OCT 76

FM AMEMBASSY DAKAR

TO USDOC WASHDC

INFO SECSTATE WASHDC 6926

UNCLAS DAKAR 6703

E.O. 11652: N/A

TAGS: BBAK, BEXP, GS

SUBJECT: WTDR-ETS.;Q. PERTERSEN & CIE.

REF: USDOC 14483

1. COUNTRY: SENEGAL 2. COUNTRY CODE: 744 3. SERIAL NO: 0012200

4. ETS. V.Q. PERTERSEN& CIE.

4A. CODE: K 4 B. CODE: A 4C. CODE: X

5. B.P. 125; 22, BLVD. PINET LAPRADE

6. DAKAR, SENEGAL

ESTABLISHED: 1938 8. EMPLOYS: 800 9. SIZE:(18-X) VERY LARGE

10. REPUTATION: (22-X) EXCELLENT

11. SELLS ITS MANUFACTURED AND IMPORTED PRODUCTS IN EUROPE,
MALI, GAMBIA, MAURITANIA AND SENEGAL.

12. REPORTING DATE: 10/76

13.A. 20762 57/0134 PEANUT OIL REFINED

13.B. 20763 51/0134 PEANUT CAKE AND MEAL

13C. 28413 13/0134 LAUNDRY AND OTHER HOUSEHOLD SOAPS (BARS).

13.D. 37111 11/1235 PASSENGER CARS, COMPLETE, ASSEMBLED.

13. E. 36321 00/1235 HOUSEHOLD REFRIGERATORS AND FREEZERS.

13F. 37141 00/1239 .9594 ;3#8:)3 0-45 -,\$ -::3 9483 .

13.G. 36331 00/1235 HOUSEHOLD WASHING MACHINES& DRYERS.

13.H. 36341 00/1235 ELECTRIC HOUSEWARES AND FANS.

13I. 36350 11/1235 HOUSEHOLD VACUUM CLEANERS, INCLUDING PARTS
AND ATTACHMENTS.

13.J. 36391 00/1235 ELECTRIC WATER HEATERS, HOUSEHOLD.

13.K. 36311 00/1235 ELECTRIC HOUSEHOLD RANGES AND OVENS.

13L. 35852 00/1235 AIR-CONDITIONERS, ROOM.

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13O. 36511 00/1235 HOUSEHOLD AND AUTOMOBILE RADIOS & PHONO-

GRAPHS.

13.P. 36512 00/1235 HOUSEHOLD TELEVISION RECEIVERS.
13Q. 36514 10/1235 RECORDERS, RECORD-PLAYERS, HOUSEHOLD.
13R. 75380 99/9 GENERAL AUTOMOTIVE REPAIR GARAGE.
13.S. 28410 99/034 MANUFJTURER OF SOAP BARS & OTHER DETERGENTS.
13T. 20410 00/0 PEANUT OIL AND PEANUT CAKE MILL PRODUCTS.
14. CONTACT: ROGER LAUNEY TITLE: DIRECTEUR GENERAL
15. CABLE: PETERSEN-DAKAR 16. TELEX: 502 SG- DAKAR
17. TELEPHONE: 23101
18. FINANCIAL REFERENCES: BANQUE INTERNATIONALE DE L'AFRIQUE OCCIDENTALE (BIAO), 9, AVENUE DE MESSINE, PARIS (8EME), FRANCE; BANQUE INTERNATIONALE DE L'AFRIQUE OCCIDENTALE (BIAO), PLACE DE L'INDEPENDANCE, B.P. 129, DAKAR, SENEGAL; BANQUE INTERNATIONALE POUR LE COMMERCE ET L'INDUSTRIE DU SENEGAL (BICIS), 2, AVENUE ROUME, B.P. 392, DAKAR, SENEGAL; SOCIETE GENERALE DE BANQUES AU SENEGAL, 19, AVENUE ROUME, B.P. 323, DAKAR, SENEGAL.

19. TRADE REFERENCES: FIAT, TURIN, ITALY; THE FRENCH OIL MILL MACHINERY & CO., 1088 GREENE STREET, PIQUA, OHIO 45356; INDESIT, ORBASSANO-TURIN, ITALY.

20. FOREIGN FIRMS REPRESENTED: FEDDERS WORLD TRADE CORP., EDISON, N.J. 08817, NORGE AIR-CONDITIONERS; FIAT, TURIN, ITALY, PASSENGER VEHICLES, AGENCY ACQUIRED 1962; INDESIT, ORBASSANO-TURIN, ITALY, REFRIGERATORS, AIR-CONDITIONERS AND HOUSEHOLD APPARATUS, AGENCY ACQUIRED 1962.

21. IN 1974, ETA. V.Q. PETERSEN&CIE. RAISED ITS WORKING CAPITAL FROM CFA FRS. 1.5 BILLION (\$6.0 MILLION) TO CFA FRS. 1.8 BILLION (\$7.3 MILLION), WITH ANNUAL SALES VOLUME OF CFA FRS. 10 BILLION (\$40.8 MILLION). FIRM'S MAIN BUSINESS IS IMPORT, EXPORT, WHOLESALE AND RETAIL OF PRODUCTS LISTED PARAGRAPH 13, AND RANKS AMONG LEADING COMPANIES IN SENEGAL. HAS TWO FACTORIES IN DAKAR, ONE GROUNDNUT OIL REFINERY AND SOAP MANUFACTURING COMPANY. ETS. PETERSEN & CIE. IS DEALER FOR SALE OF FIAT VEHICLES AND HAS ONE OF THE LARGEST AUTOMOBILE REPAIR GARAGES IN DAKAR. LOCAL BANK SOURCES REPORT THAT ETS. V.Q. PETERSEN&CIE. ENJOYS EXCELLENT CREDIT RATING AND SOUND FINANCES. FIRM HAS UNCLASSIFIED

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BRANCHES IN SENEGAL AND OTHER PARTS OF AFRICA, AND ITS SHARES ARE SOLD ON PARIS EXCHANGE MARKET.

EMBASSY HIGHLY RECOMMENDS V.Q. PETERSEN&CIE. AS AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: A. HOUDROUGE APPROVED BY : B.P. WILSON
AT: U.S. EMBASSY DAKAR
AGGREY

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NNN

Message Attributes

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Margaret P. Grafeld
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